



## Job Description

<b>Job Title</b>	Marketing and Communications Lead
<b>Reporting To</b>	Managing Director
<b>Salary Range</b>	£38,223 to £42,403 per annum, pro-rata (22 hours per week)
<b>Responsible For</b>	N/A
<b>Location</b>	Leek. Expected to work flexibly and to travel to all sites
<b>Car Driver</b>	Yes
<b>Essential User</b>	Yes

### PURPOSE OF ROLE

To lead the strategic development, coordination, monitoring and review of Alliance Leisure Limited Marketing, PR and Communication activities and services.

Provide strategic, operational and leadership oversight of internal and external Marketing, PR and Communications activities for ALL and Move More High Peak/Staffordshire Moorlands Strategies

Identify and exploit opportunities to generate additional revenue, grant funding or contracted services.

On behalf of ALL, manage strategic relationships with funding organisations, partners and client organisations in a collaborative manner

### KEY RESPONSIBILITIES

#### Functional

- Oversee ALL's marketing and communications activities to support the image and commercial viability of ALL.
- Lead on the development and implementation of the ALL digital marketing strategy ensuring maximum presence on all digital channels.
- Oversee the development of marketing activities to generate income, secure savings and maximise efficiencies.

- Lead the development and delivery of an annual Move More Marketing Plan and websites based on identified strategic objectives and with a collaborative approach involving key stakeholders.
- Lead the development of Marketing, PR and Communications assets and support their implementation by colleagues across ALL.
- Lead officer for media communications and public relations to ensure that ALL is seen in a positive light by media organisations. Respond to all media contacts efficiently and effectively. Be responsible for the development and implementation of media initiatives to support ALL business.
- Proactively identify and exploit opportunities to generate additional income for ALL through grants or service contracts, working closely with colleagues to develop and implement new initiatives and revenue streams.
- Commission and oversee research to determine customer awareness, attitudes and satisfaction regarding ALL and work with colleagues to develop and implement a programme of continuous improvement.

### **Leadership**

- Shape, promote and exemplify desired ALL values and culture
- As part of ALL's Senior Leadership Team, support the ongoing leadership and development of the organisation
- Identify potential for synergies across the business and build commitment to achieve shared goals.
- Drive and deliver a culture that emphasises continuous improvement, efficiency, and value for money.
- Play an active role in supporting ALL's values and culture to support the community and work collaboratively.
- Ensure that the service is delivered within and to budget, and that an effective, proactive medium term financial and service strategy is in place to increase impact, reduce net costs and achieve outcomes.
- Ensure that appropriate performance standards are set, and that colleagues are achieving them, using the appropriate policies, procedures and standards to support good performance.

### **External Focus**

- Represent ALL externally at networking events, conferences, and exhibitions as appropriate to identify opportunities for new contracts or grant applications and to maintain relationships with partners, funders and other key stakeholders.

### **CONTEXT**

The post holder will represent ALL where appropriate.

This post provides leadership in specified areas, providing guidance and initiating appropriate action to ensure implementation.

This post is responsible for identifying, developing, promoting and marketing ALL's various brands in order to lead to increased and sustained income generation and support ALL's aim of increasing participation in sport, physical activity and movement.

The post holder will be required to take account of local, regional, and national initiatives, undertake research and consultation, secure community and business engagement to create effective partnerships that promote and market ALL (MyActive), as a brand of choice in order to promote and support the value of sport, physical activity and movement in contributing to the wider business plan and social outcomes.

The nature of the work undertaken by this post holder means that some out of office working is required on a regular basis. Agile may be possible subject to agreement.

Management of relevant service budgets.